

## A Wellness Guide Empowering the Underserved Women of Kentucky



- Accessible
- Intuitive
- Bi-lingual
- Culturally sensitive
- Results oriented
- Cost effective

The Kentucky Commission on Women is dedicated to elevating the status of women and girls in the Commonwealth, empowering them to overcome barriers to equity, and expanding opportunities to achieve their fullest potential.

While the Commonwealth of Kentucky has made positive strides over the years to improve the health status of women, the state still lags behind when compared to national health standards. In order to address this issue the Commission has partnered with St. Andrew Development, a health education and learning technology company that develops personal learning kiosks directed towards underserved and overburdened communities. Working closely with women's health experts, women's advocates, government leaders and survivors, the Commission has launched a bi-lingual interactive Women's Wellness Guide. This statewide health initiative targets our state's constituents most in need of behavioral change.

Through a touch panel and recorded audio the kiosk guides the user through various health-related topics as well as the steps they need to take to begin addressing their individual health needs. The role of the kiosk is to:

- provide women easy access to health care information
- allow each woman to select her topic of interest
- connect users via a phone line for answers to additional questions
- provide instructions for follow up

The Women's Wellness Guide is attractive, highly engaging, interactive, touch screen and exclusively placed to fit the targeted population's needs. The information is provided with respect to cultural diversity and literacy skills with the program written at a fifth grade reading level in both English and Spanish.

Measurement and outcome are integral elements of the Women's Wellness Guide. Usage statistics are maintained in a confidential database and made available to the Kentucky Commission on Women, its partners and sponsors.

Each Guide has the potential to service thousands of women, providing basic but critical health information on over 20 women's health subjects. When compared to the cost of printing and distributing print material on even one subject the Guides are cost effective as well as results oriented. The cost of one kiosk with the Women's Wellness Suite and Women's Breast Health Suite including usage statistics and software updates is \$15,000 for a four year lease. Maintenance costs are included the first year with a charge of \$1200 for each of the three remaining years.

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### Yes, I'm interested in becoming a sponsor of one or more Women's Wellness Guides.

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